IN THE CLAIMS

Claims 1-17 were previously cancelled. Claims 18-22, and 26-31 are currently amended. Claim 25 is currently cancelled. Claims 23 and 24 are carried forward, all as follows.

Claims 1-17 (Cancelled)

18. (Currently Amended) A rotogravure printing unit comprising:

a rotogravure printing cylinder having a printing cylinder barrel with a printing cylinder barrel surface having a printing cylinder barrel length;

an inking unit cooperating with said printing cylinder;

at least three inking rollers in said inking unit, each one of said inking rollers having a roller barrel with a roller barrel length, said roller barrel length of each of said at least three inking rollers being less than said printing cylinder barrel length, said at least three inking rollers being staggered in said inking unit with respect to said printing cylinder;

means supporting each of said at least three staggered inking rollers in said inking unit for independent movement relative to said printing cylinder; and

a common ink trough in said inking unit, each of said at least three staggered inking rollers dipping into said common inking trough.

19. (Currently Amended) A rotogravure printing unit comprising:

a rotogravure printing cylinder having a printing cylinder barrel with a printing cylinder barrel surface having a printing cylinder barrel length;

an inking unit cooperating with said printing cylinder; and

at least three inking rollers in said inking unit, each one of said at least three inking rollers having a roller barrel with a roller barrel length, said roller barrel length of each of said at least three inking rollers being less than said printing cylinder barrel length, said at least three inking rollers being staggered in said inking unit, with respect to said printing cylinder, at least one of said staggered inking rollers overlapping the others of said at least three staggered inking rollers in an axial direction of said printing cylinder.

20. (Currently Amended) The rotogravure printing unit of claim 18 wherein at least one of said at least three staggered inking rollers overlaps the others of said at least three inking rollers in an axial direction of said printing cylinder.

21. (Currently Amended) The rotogravure printing unit of claim 19 further including means supporting each of said at least three staggered inking rollers in said inking unit for independent movement relative to said printing cylinder.

22. (Currently Amended) The rotogravure printing unit of claim 19 wherein areas of said printing cylinder barrel surface inked by said at least three staggered inking rollers overlap in said axial direction of said printing cylinder.

23. (Previously Presented) The rotogravure printing unit of claim 18 wherein a height of said printing unit with respect to said rotogravure printing cylinder is adjustable.

24. (Previously Presented) The rotogravure printing unit of claim 18 further including a counter-pressure cylinder adapted to engage said printing cylinder and to define a printing gap with said printing cylinder.

25. (Cancelled)

26. (Currently Amended) The rotogravure printing unit of claim 18 further including a common support shaft for at least two of said at least three staggered inking rollers.

27. (Currently Amended) The rotogravure printing unit of claim 18 wherein at least two of said at least three staggered inking rollers are offset from each other in a circumferential direction of said printing cylinders.

28. (Currently Amended) The rotogravure printing unit of claim 18 wherein each of said at least three staggered inking rollers has a width, each said roller width being non-overlapping with each said other roller width.

29. (Currently Amended) The rotogravure printing unit of claim 28 wherein said widths of at least two of said at least three staggered inking rollers are spaced apart.

30. (Currently Amended) The rotogravure printing unit of claim 19 further including a common ink trough in said inking unit, each of said at least three staggered inking rollers dipping into said common inking trough.

31. (Currently Amended) The rotogravure printing unit of claim 18 wherein each of said at least three staggered inking rollers is separately height adjustable in said trough.

32. (Currently Amended) The rotogravure printing unit of claim 18 further including one of a terry cloth and visco-elastic covering for each of said at least three staggered inking rollers.

33. (Currently Amended) The rotogravure printing unit of claim 18 wherein L12, L13, L14 = $\frac{1.1 \times L06}{N}$;

wherein L12, L13 and L14 are said roller barrel lengths of said at least three staggered inking roller barrels;

wherein L06 is said printing cylinder barrel length; and

wherein N is a whole number equal to, or greater than 3.